NetElixir™

PRESENTS:

FACES 2021

Online Holiday Shopping Behavior of High-Value Customers

PREFACE

The coronavirus pandemic greatly accelerated digital adoption and transformation, but how did consumers react, adapt, and evolve with the rapid digital and social changes?

Our first two editions of FACES sought to provide insight on the YoY changes of online shopping behavior during the 2019 and 2018 holiday seasons. 2020 was a year like no other, so it would be unfair to compare it to prior years. Instead, our FACES 2021 report features primary research into how online shopping behavior evolved throughout 2020 as shoppers adapted to new digital initiatives.

The NetElixir Retail Intelligence Lab analyzed over 2 million unique online customer paths-to-purchase across ten retail categories throughout the course of 2020. We divided our data into three time frames:
Pre-pandemic (Jan. 1 - Mar. 15, 2020)
Non-Holiday Pandemic (Mar. 16 - Nov. 15, 2020)
Holiday Pandemic (Nov. 16 - Dec. 25, 2020)

We focused our efforts on the behavior of high-value online shoppers, since they account for over 60% of total website purchases in our retail data set across categories. The high-value customers' path-to-purchase data was aggregated and analyzed to see how the pandemic altered and impacted online shopping behavior.

We grouped the aggregated data by the following metrics:
Top Hour to Visit: When were high-value shoppers most likely to be searching online (local time)?
Top Hour to Purchase: When were they most likely to make a purchase (local time)?
Top Day of Week: On what day were they most likely to purchase?
Latency: How long did the shopper take to make a purchase after their first website visit?
Prior Website Visits: How many times did the shopper visit the website prior to purchasing?
Mobile 1st Visit %: What percentage of all website visits started on mobile devices?

Mobile Purchase %: What percentage of all purchases were made through mobile?
AOV: Average Order Value — How much did the shopper spend per order?
Items Per Order: How many items did the shopper buy per order?

For each of the categories, we overlaid the data of the above insights onto the high-value customer demographic data in order to build distinct customer personas and reveal the FACES of these online shoppers.

FACES showcases insights for the high-value online shopper in the following ten retail categories: B2B Manufacturers, Fashion & Jewelry, Home Furnishings, Baby Care, Pet Supplies, Beauty & Cosmetics, Gifting, Tactical Wear, Tools, and Food & Gourmet.

How Can This Book Help You?
Use this book as a directional guide and compare your own high-value customer shopping insights with that of our category benchmarks to identify any overlaps. Then, use this data to create more efficient and effective marketing campaigns.

The pandemic brought millions of new customers to online shopping for the first time. Having crossed that initial barrier to the e-commerce world, these customers are now exhibiting truly unique shopping behaviors. We have entered a new digital era where understanding your customer is crucial to your success.

We hope our FACES research inspires retailers to gain a deeper understanding of their customers' behavior and to learn more about each human behind every click. By constantly aggregating live customer data streams, using customized data analysis models, and applying what you learn, you can make more responsible and impactful marketing decisions.

Best wishes,

Udayan Bose
Founder & CEO, NetElixir

B2B

MEN, AGE 45-55

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	11 AM	1 PM	10 AM
TOP HOUR TO PURCHASE	1 PM	12 PM	12 PM
TOP DAY OF WEEK	Thursday	Wednesday	Monday
LATENCY	1.25 Days	1.38 Days	1.67 Days
PRIOR WEBSITE VISITS	4	4	5
MOBILE 1ST VISIT %	1.90%	3.23%	2.84%
MOBILE PURCHASE %	2.69%	3.78%	5.18%
AOV	$272.47	$331.66	$374.62
ITEMS PER ORDER	7.53	8.43	7.24

FASHION & JEWELERY

WOMEN, AGE 25-35

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	2 PM	11 AM	1 PM
TOP HOUR TO PURCHASE	1 PM	12 PM	2 PM
TOP DAY OF WEEK	Saturday	Saturday	Monday
LATENCY	7.04 Days	3.33 Days	1.16 Days
PRIOR WEBSITE VISITS	7	6	4
MOBILE 1ST VISIT %	21.60%	24.23%	28.41%
MOBILE PURCHASE %	22.28%	24.23%	27.80%
AOV	$168.33	$156.48	$183.41
ITEMS PER ORDER	2.15	2.17	2.54

HOME FURNISHING

WOMEN, AGE 35-45

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	10 AM	9 AM	12 PM
TOP HOUR TO PURCHASE	11 AM	10 AM	12 PM
TOP DAY OF WEEK	Tuesday	Monday	Monday
LATENCY	3.67 Days	2.21 Days	1.58 Days
PRIOR WEBSITE VISITS	8	8	8
MOBILE 1ST VISIT %	10.41%	14.93%	19.93%
MOBILE PURCHASE %	17.14%	21.97%	23.13%
AOV	$429.52	$366.58	$498.28
ITEMS PER ORDER	2.60	2.53	3.51

WOMEN, AGE 25-35

BABY CARE

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	7 PM	12 PM	10 AM
TOP HOUR TO PURCHASE	1 PM	9 AM	10 AM
TOP DAY OF WEEK	Wednesday	Saturday	Sunday
LATENCY	5.83 Days	2.88 Days	1.46 Days
PRIOR WEBSITE VISITS	6	7	5
MOBILE 1ST VISIT %	61.36%	66.17%	64.18%
MOBILE PURCHASE %	62.93%	66.10%	67.25%
AOV	$93.33	$81.32	$103.07
ITEMS PER ORDER	3.26	2.77	2.69

PET SUPPLIES

WOMEN, AGE 45-55

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	6 PM	9 AM	10 PM
TOP HOUR TO PURCHASE	7 PM	7 PM	7 PM
TOP DAY OF WEEK	Saturday	Saturday	Sunday
LATENCY	7.50 Days	3.92 Days	3.13 Days
PRIOR WEBSITE VISITS	18	11	8
MOBILE 1ST VISIT %	32.54%	34.79%	39.37%
MOBILE PURCHASE %	33.79%	34.32%	38.94%
AOV	$184.18	$158.42	$200.52
ITEMS PER ORDER	3.37	3.23	3.00

BEAUTY & COSMETICS

WOMEN, AGE 25-35

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	8 PM	1 PM	11 AM
TOP HOUR TO PURCHASE	4 PM	12 PM	12 PM
TOP DAY OF WEEK	Thursday	Thursday	Monday
LATENCY	3.33 Days	1.21 Days	1.17 Days
PRIOR WEBSITE VISITS	5	5	4
MOBILE 1ST VISIT %	68.11%	68.13%	68.17%
MOBILE PURCHASE %	62.86%	69.83%	70.23%
AOV	$137.29	$74.98	$85.86
ITEMS PER ORDER	4.84	3.35	4.01

GIFTING

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	9 AM	8 AM	10 AM
TOP HOUR TO PURCHASE	9 AM	9 AM	10 AM
TOP DAY OF WEEK	Tuesday	Thursday	Monday
LATENCY	6.58 Days	3.29 Days	1.75 Days
PRIOR WEBSITE VISITS	11	11	7
MOBILE 1ST VISIT %	24.89%	27.39%	40.49%
MOBILE PURCHASE %	25.21%	27.39%	39.48%
AOV	$51.55	$50.66	$65.65
ITEMS PER ORDER	6.71	4.93	4.69

MEN, AGE 25-35

TACTICAL GEAR

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	9 AM	3 PM	11 AM
TOP HOUR TO PURCHASE	9 AM	2 PM	4 PM
TOP DAY OF WEEK	Thursday	Thursday	Monday
LATENCY	1.13 Days	2.46 Days	1.54 Days
PRIOR WEBSITE VISITS	5	7	6
MOBILE 1ST VISIT %	20.59%	38.66%	39.24%
MOBILE PURCHASE %	25.00%	32.18%	38.39%
AOV	$278.20	$266.53	$304.69
ITEMS PER ORDER	1.40	1.69	1.57

DIY TOOLS

MEN, AGE 35-45

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	10 AM	9 AM	9 AM
TOP HOUR TO PURCHASE	10 AM	9 AM	11 AM
TOP DAY OF WEEK	Wednesday	Monday	Monday
LATENCY	11.79 Days	4.33 Days	3.67 Days
PRIOR WEBSITE VISITS	11	12	9
MOBILE 1ST VISIT %	20.03%	23.80%	30.20%
MOBILE PURCHASE %	18.44%	21.33%	28.38%
AOV	$158.05	$160.01	$201.15
ITEMS PER ORDER	4.95	2.53	2.00

FOOD & GOURMET

WOMEN, AGE 45-55

	PRE-PANDEMIC (Jan. 1 - Mar. 15)	PRE-HOLIDAY PANDEMIC (Mar. 16 - Nov. 15)	HOLIDAY PANDEMIC (Nov. 16 - Dec. 25)
TOP HOUR TO VISIT	12 PM	8 AM	10 AM
TOP HOUR TO PURCHASE	9 AM	8 AM	1 PM
TOP DAY OF WEEK	Sunday	Tuesday	Friday
LATENCY	5.13 Days	2.17 Days	1.25 Days
PRIOR WEBSITE VISITS	5	5	4
MOBILE 1ST VISIT %	16.11%	20.61%	21.24%
MOBILE PURCHASE %	15.64%	19.40%	18.69%
AOV	$245.48	$229.96	$304.99
ITEMS PER ORDER	2.43	2.38	2.04

NetElixir™

ACHIEVE YOUR E-COMMERCE GOALS WITH NETELIXIR

NetElixir is a digital marketing agency that empowers e-commerce growth through empathy, insights, and innovation. We offer a complete suite of growth solutions that drive new online shoppers to the website (through search, social, programmatic, amazon, and influencer marketing solutions) and influence their purchases (through web development, analytics, and creative services). Our cutting-edge customer journey mapping technology gives brands the power to engage the right shoppers responsibly and effectively in the moments that matter most.

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